
UAP 5784: Local Economic Development Planning

Spring 2006 - Tuesdays 7 to 9.30 pm
VTel Room Alexandria / Blacksburg:

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Office Hours:
By appointment.
Also, feel free to e-mail
me with questions!

Web access to course material:
<https://learn.vt.edu/webapps/portal/frameset.jsp>

Web Assistance/Help Desk:
User Services (231-HELP) or <http://4help.vt.edu>

Course Description:

This course presents a survey of the field of local economic development planning. We begin with an overview of the history of economic development. We then examine the theoretical and methodological foundation of economic development. The key question that will be addressed is what practitioners are actually doing in economic development. In the second course segment we will focus on a variety of economic development programs and policies. This part of the course is divided into three sections that represent the breadth of economic development:

1. Economic development programs targeted at *industries*
2. Programs and policies aimed at developing *places*
3. *People*-based programs and policies.

A major component of the class is to become familiar with local and regional economic development efforts. Case presentations by students, guest speakers and field trips are utilized to provide a practice-oriented context for the discussed programs and policies.

Course Objectives:

- Demonstrate knowledge of the methods and process of economic development.
- Get exposed to the practice of economic development through field trips and guest lectures.
- Gain an understanding about economic development programs and policies.
- Distinguish between industry, people and place based economic development programs.
- Gain in-depth knowledge about a specific program or policy and present knowledge to class.

Required readings:

Blakely, E. J., & Bradshaw, T. (2002). *Planning local economic development: Theory and practice*. Thousand Oaks: Sage Publications. (Paperback ISBN: 0761924582)

In syllabus referred to as FG

Fitzgerald, J., & Leigh, N. G. (2002). *Economic revitalization: Cases and strategies for city and suburb*. Thousand Oaks: Sage Publications. (Paperback ISBN: 0761916563)

In syllabus referred to as BB

Other readings (such as articles and reports) will be posted on Blackboard.

Course Requirements: Students in this course are expected to complete the following requirements:

1. Participation

Regular course attendance is required and two excused absences are tolerated. I expect that you read the required course material and that you contribute constructively to class discussions.

2. Reading & Idea Notes (to be posted weekly on Blackboard by 2 pm on the day of class)

Prepare one page of reading notes and ideas (approximately 250 words) on each week's readings (discuss ALL assigned texts). These notes are due at 2 pm on the day of the class on the Blackboard discussion board. These notes may be informal contributions of your thoughts, ideas, and questions on the readings.

3. Field Trip: February 17 to Central Shenandoah Valley

We will undertake a field trip to the Central Shenandoah Valley to visit the towns of Harrisonburg and/or Staunton. The field trip will introduce students to the economic development practice in Central Virginia. We will visit with economic development practitioners and learn about programs and policies. I understand if you can absolutely not take part in the field trip (due to work commitments, etc.), but I highly recommend your participation. We will try to carpool. Blacksburg students will be able to utilize a Virginia Tech carpool car. *I would need to know whether you will participate in class on January 24!!*

4. Central Shenandoah Valley Presentation & Memo

For this assignment you will describe a specific economic development program or policy that is in place in a city, county or in the region in the central Shenandoah Valley. You can begin your research by accessing the Central Shenandoah Valley Partnership website: <http://www.svp-va.org/v.php?pg=731>, which lists all its members. The presentation will take place in class on February 14. The written memo of about 5 pages is due on February 28.

5. Research Paper

The major requirement for this class is a research paper on a topic in local economic development. The topic of the paper should fall into one of the three major categories of economic development discussed in this class (industry/sectoral, physical, people-based strategies). In the paper, students ought to discuss the case or the program in detail, provide a history of the program, critically reflect on it and place it in the context of the broader literature. In order to ensure good topic selection and timely progress, a paper topic must be submitted by March 21. Detailed instruction will be discussed in class.

6. Paper Presentation

Each student will be responsible for making a 10 to 15 minute presentation on the topic of the research paper. The last three class sessions in May are dedicated to the presentations. Instructions will follow.

Grading

Participation	10 %
Reading & Idea Notes	10 %
Central Shenandoah Presentation & Memo	20 %
Research Paper	40 %
Research Paper Presentation	20 %

Late or Missed Assignments

All work must be submitted by the due date. Work that is submitted late will receive reduced credit, except in highly unusual instances.

Virginia Tech's Honor Pledge

I expect that all assignments in this class conform to Virginia Tech's Honor Pledge as well as to the usual academic standards. The pledge states that "I have neither given nor received unauthorized assistance on this assignment." This means that you will refrain from plagiarism and cheating or from any other form of receiving unauthorized assistance. Also see: <http://www.honorsystem.vt.edu/>

Special Needs: Any student with documented special needs or circumstances should contact me.

Class Schedule for Spring 2006

	Date	Concept	Topic	Guest speakers, trips, assignment dates
Week 1	January 17	History & Practice	Introduction & Overview	
Week 2	January 24	Theory & Context	Theoretical Foundations & Methodologies & the Context of Economic Development	
Week 3	January 31		Community Economic Development vs. Traditional economic development	Heike will be at Blacksburg campus
Week 3	February 7	People	Job-Centered Eco Devo & Workforce Development	
Week 5	February 14		Economic Development in Central Shenandoah Valley	Student Presentations
	February 17	Field Trip to Central Shenandoah Valley (Staunton, Harrisonburg)		All-day Field Trip
Week 6	February 21		Entrepreneurship & Small Business Development	
Week 7	February 28		Michael Shuman: Going local	Central Shenandoah Valley Memo due Guest: Michael Shuman
Week 8	<i>Spring Break</i>			
Week 9	March 14	The Practice of ED	Economic Development in Practice	Guest: Stephanie Landrum, Alexandria Economic Development Partnership
	March 15	Optional: Jeff Finkle, Director of the International Economic Development Council, will present to the Metropolitan Planning Seminar in Alexandria on Wednesday night from 7 pm to 9.30 pm.		
Week 10	March 21	Place	Inner City & Brownfield development	Guest: Joe Schilling
Week 11	March 28		<i>No class</i>	
Week 12	April 4		Commercial revitalization	
Week 13	April 11	Industry	Sectoral strategies: Industrial retention & business development	
Week 14	April 18		Technology-based economic development	
Week 15	April 25	The Future	Eco Devo Strategies & the future of economic development	
Week 16	May 2		Presentations	
Week 17	May 9		Presentations	Final paper due

Reading List:

The readings for this class are a mix of text book chapters, academic studies, reports and newspaper articles. The newspaper articles are intended to spark discussions about cutting-edge economic development issues.

Jan 17: Introduction & Overview

Zelinka, Al and Jennifer Gates (2005, February) Money Matters. In: *Planning*.

FG, Introduction & Ch. 1
BB, Ch. 1, 2

Jan. 24: Theoretical Foundations, Methodologies & the Context of Economic Development

BB, Ch. 3

Dawkins, C. (2003). Regional development theory: Conceptual foundations, classic works, and recent developments. *Journal of Planning Literature*, 18(2).

Optional:

Cortright, J., & Reamer, A. (1998). *Socioeconomic data for understanding your regional economy*: Economic Development Administration, U.S. Department of Commerce.

Great Web-portal for links to sources of socioeconomic data: www.econdata.net

Jan. 31: Community Economic Development vs. Traditional Economic Development

Romano, Lois (2006, January 9). Urban colleges learn to be good neighbors. *Washington Post*. A01.

BB, Ch. 10

Boothroyd, P., & Davis, C. (1993). Community economic development: Three approaches. *Journal of Planning Education and Research*, 12(230-240).

Rubin, H. (1988). Shoot anything that flies; claim anything that falls. *Economic Development Quarterly*, 2(3).

Levy, J. (1990). What economic developers actually do. *Journal of the American Planning Association*, 56(2).

Wolman, H., & Spitzley, D. (1996). The politics of local economic development. *Economic Development Quarterly*, 10(2).

February 7: Job-Centered Eco Devo & Workforce Development

Ocasio, Linda (2003). Building a home and a future. An economic justice project in Minnesota provides women with more than a job. In: *Shelterforce Online*, Issue #123, Nov/Dec 2003.

BB, Ch. 9
FG, Ch. 7

Bolton, R. (1992). 'Place prosperity vs people prosperity' revisited: an old issue with a new angle. *Urban Studies*, 29(2), 185(119).

Giloth, R. (2000). Learning From the Field: Economic Growth and Workforce Development in the 1990s. *Economic Development Quarterly*, 14(4), 340-359.

February 17, 2006: Harrisonburg

Become familiar with the following documents, websites, etc.:

City of Harrisonburg: <http://www.ci.harrisonburg.va.us/>

City of Harrisonburg's economic development department: <http://www.ci.harrisonburg.va.us/index.php?id=159>

Shenandoah Valley Partnership: <http://www.svp-va.org/>

February 21: Entrepreneurship & Small Business Development

Gerena, Charles (2005) Nature vs. Nurture. Entrepreneurs play a unique role in the economy. Are they born that way or can their behavior be taught?

BB, Ch. 8

Lichtenstein, G., & Lyons, T. (2001). The Entrepreneurial Development System: Transforming Business Talent and Community Economies. *Economic Development Quarterly*, 15(1).

Von Bargen, P., Freedman, D., & Pages, E. (2003). The Rise of the Entrepreneurial Society. *Economic Development Quarterly*, 17(4), 315-324.

Bhatt, N., & Tang, S.-Y. (2001). Making Microcredit Work in the United States: Social, Financial, and Administrative Dimensions. *Economic Development Quarterly*, 15(3), 229-241.

Servon, L. (1997). Microenterprise programs in US inner cities: Economic development or social welfare? *Economic Development Quarterly*, 11(2), 166-180.

February 28: Michael Shuman "Going Local"

Introduction, Ch. 1,2, 7 of (these are posted on Blackboard):

Shuman, M. (1998). *Going local: Creating self-reliant communities in a global age*. New York: The Free Press.

March 14: Practice of Economic Development

Readings TBA

March 21: Inner City & Brownfield Development

BB, Ch. 7

Schneider, K. and Marc McCelland (2006, January 9) Traverse City's new economy rises on old brownfields. *Great Lakes Bulletin Service*.

FG, Ch. 3, 6

Sides, Josh (2005) Corporate retailers and the American ghetto: How Starbucks may help save South Central. In: *The Next American City*. Issue 9.

Porter, M. (1997). New Strategies for Inner-City Economic Development. *Economic Development Quarterly*, 11(1).

April 4: Commercial Revitalization

Pomfret, John (2006, Jan. 2) Downtown Los Angeles gets a \$10 billion remake. *Washington Post*, A03.

FG, Ch. 5

Mitchell, J. (2001). Business Improvement Districts and the “New” Revitalization of Downtown. *Economic Development Quarterly*, 15(2), 115-123.

April 11: Sectoral strategies

Barbaro, Michael (2003, December 1). Baltimore makes a bold bid to transform neighborhood. In: *Washington Post*, A01.

FG, Ch. 2, 4

Mayer, H. (2005). Cluster monitor: A guide to analyzing industry clusters in regional economies. *Economic Development Journal*, 4(4), 40-53.

Waits, M. J. (2000). The added value of the industry cluster approach to economic analysis, strategy development, and service delivery. *Economic Development Quarterly*, 14(1), 35-50.

April 8: Technology-based economic development

Mayer, H. (2005). *Arlington County: A Leader in Technology-Based Economic Development*. Austrian Embassy's Office of Science and Technology. Retrieved, from the World Wide Web: <http://www.ostina.org/html/bridges/article.htm?article=1314>

BB, Ch. 13

Lewis, D. (2001). *Does Technology Incubation Work? A Critical Review*: U.S. Economic Development Administration.

Plosila, W. (2004). State science-and technology-based economic development policy: History, trends and developments, and future directions. *Economic Development Quarterly*, 18(2), 113-126.

Calzonetti, F. J., & Gatrell, J. D. (2000). State Science and Technology Planning in West Virginia: Challenges Facing Practitioners. *Economic Development Quarterly*, 14(4), 36

April 25: Eco Devo Strategies & The future of economic development

Check this out: http://www.conservativeconomy.net/pattern_map/flash/index.htm

BB Ch. 6

FG, Ch. 8

Weiss, M. (2005, May). *Metropolitan economic strategy teamwork: Why metropolitan economic strategy is key to generating sustainable prosperity and quality of life for the world*. Retrieved 1, 1, from the World Wide Web: <http://www.globalurban.org/Issue1PIMag05/Weiss%20article.htm>

Porter, M. (1996). What is strategy? *Harvard Business Review*, 74(6), 61-78.

Ideas for Central Shenandoah Valley Topics:

Staunton <http://www.staunton.va.us/>

- Enterprise Zone
- Rehab Abatement
- Downtown development & historic preservation
- Education & workforce development
- Arts & economic development (Shakespeare theater)
- Redevelopment of the former Western State Property
(<http://www.staunton.va.us/default.asp?pageID=B703D4EC-E981-42E7-9730-7E44D4DF10D4>)

Harrisonburg: Economic Development Department: <http://www.ci.harrisonburg.va.us/index.php?id=159>

- Role of James Madison University as an economic development agent
- Harrisonburg Downtown Technology Zone
- Harrisonburg Innovation Center
- Main Street program & commercial revitalization
- Workforce development & the local community colleges (also check out Shenandoah Valley Workforce Investment Board)
- Tourism
- CDBG in Harrisonburg

Waynesboro: <http://www.waynesboro.va.us/eco.html>

- incubator NewBiz

Regional programs:

- Shenandoah Valley Partnership
Education & Technology Corridor
Industry/Sector programs
- State efforts to support rural Virginia / Southwest and Central Virginia

Interesting Resources:

National groups:

International Economic Development Council: <http://www.iedconline.org/>
National Congress for Community Economic Development: <http://www.ncced.org/>
Small Business Administration: <http://www.sba.gov/>
Economic Development Administration: <http://www.eda.gov/>
The Kauffman Foundation: <http://www.kauffman.org/>
American Planning Association (has an Economic Development Division with scholarship opportunities):
<http://www.planning.org/>
National League of Cities: <http://www.nlc.org/home/>
International County Management Association: <http://www.icma.org/main/sc.asp?t=0>

Virginia links:

2005 Economic development accomplishments in Northern Virginia as documented by the Greater Washington Initiative: http://new.bot.org/GWI_Digest/economic_updates.htm#arlington
Virginia Economic Development Partnership: <http://www.yesvirginia.org/>
Northern Virginia Technology Council: <http://www.nvtc.org/home.htm>
Arlington Economic Development: <http://www.arlingtonvirginiausa.com/>
Alexandria Economic Development Partnership: <http://www.alexecon.org/>
Fairfax County Economic Development Authority: <http://www.fairfaxcountyeda.org/>
Community Business Partnership: <http://www.cbponline.org/>
Town of Blacksburg: <http://www.blacksburg.va.us/>
Roanoke Valley Economic Development Partnership: <http://www.roanoke.org/>
Roanoke Valley-Alleghany Regional Commission: <http://www.rvarc.org/>
Virginia Tech's Office of Economic Development: <http://www.econdev.vt.edu/>

Various links:

Interactive "three E pattern map": http://www.conservationeconomy.net/pattern_map/flash/index.htm
Initiative for a Competitive Inner City: <http://www.icic.org/>

Links to economic development data

Good webportal: <http://www.econdata.net/>
Bureau of Labor Statistics: <http://www.bls.gov/>
Bureau of Economic Analysis: <http://www.bea.doc.gov/>
Census: www.census.gov
County Business Patterns: <http://www.census.gov/epcd/cbp/view/cbpview.html>
1997 Economic Census: <http://www.census.gov/epcd/www/econ97.html>
2002 Economic Census: <http://www.census.gov/econ/census02/>
ES202 Data (national): <http://data.bls.gov/PDQ/outside.jsp?survey=en>
Regional Economic Information System (REIS): <http://www.bea.doc.gov/bea/regional/reis/default.cfm>
US County Profiles: http://www.stats.indiana.edu/uspr/a/us_profile_frame.html
Metro Area Occupational Statistics (2000): <http://www.bls.gov/oes/2000/oesrcma.htm>
Venture Capital Data: <http://www.pwcmoneytree.com/moneytree/index.jsp>
Patent Statistics: http://www.uspto.gov/web/offices/ac/ido/oeip/taf/reports.htm#by_geog
NAICS System: <http://www.census.gov/epcd/www/naics.html>
Census MSA definitions: <http://www.census.gov/population/www/estimates/metrodef.html>

Others

Interesting planning newspaper article archive online (plus job listings): www.planetizen.com

Local Economic Development Planning

History: Three (four?) waves of ED

Theory: Why do cities/regions grow?

Methods: How can we understand local economies?

Practice: ED programs and policies (People, Place, Industry)

Context: Globalization, deindustrialization, Governance, etc.

